
Neuromarketing

Underground Gazette

Issue #2, Volume 1

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Consistency Persuasion Principle

Welcome to issue #2 of the NUG! Rather than my usual “Brief Word From The Editor”, I’m instead going to cut straight to the chase.

People tend to be pattern-based, including being stubborn in their ways. Right or wrong, once they've made up their mind and take a stand on a particular issue, they will act accordingly. This is how we attempt to help justify our decision-making process; even if it's obviously flawed to those around us.

So how does this relate to digital marketing, you ask? Any time you can get your reader to commit to an action – *regardless of how small* – each subsequent call to action becomes increasingly easier to invoke.

This is especially true if each call to action is *progressively congruent* with each of the previous actions.

Think baby steps... except as applied to **Traffic Funnels**.

According to Dr. Cialdini:

“People do not like to back out of deals. We are more likely to do something after we have agreed to it verbally or in writing. People strive for consistency in their commitments. They also prefer to follow pre-existing attitudes, values and actions”.

To illustrate this Principle:

Back in 1987, **Anthony Greenwald** determined that there was a 25.2% higher voter turnout rate at the polls when potential voters were asked the night before the election if they were going to vote (vs. those who were not asked the night before).

People generally seek to be consistent and honorable. For example, getting your subscribers to publicly participate in a project, or contest increases the likelihood that they'll actually follow through with your call to action.

Tony Robbins observed a similar phenomena. Each time you can get your reader to even so much as just quietly nod in agreement, you are continuously lowering their consumer resistance proportionally.

Legendary author and Marketing Visionary, **Joe Sugarman** illustrates a hilarious real-life *perfect example of this* in his highly acclaimed book “Triggers”; where he shares an serendipitously anecdotal discovery on his journey of just trying to order chocolate ice cream with whipped cream on top.

Simply brilliant stuff!

But back to Dr. Cialdini:

“For instance, don’t tell people: ‘Please call if you have to cancel.’ Asking ‘Will you please call if you have to cancel?’ gets customers to say yes, and measurably increases their response rates.”

In 2005, researcher **Stephanie Brown** co-authored a study published in the Journal of Research in Personality titled “Evidence Of A Positive Relationship Between Age And Preference For Consistency”.

In it, she confirmed that older people do indeed become 'set in their ways'.

So either:

- Hone your ideal target demographic to the 18 to 30 “Millennial” category (as they tend to be far more open-minded),
- Or butter up the older crowd by praising them for the good past decisions they made *based on the available information at the time*, while focusing on building a 'consistency bridge'.

For example, if your offer is targeting the older generation... it would ideally acknowledge their oldschool consumer values (i.e. actions and purchases), while subtly introducing your “new and improved” trendy consumer values.

Actionable Takeaways

The smaller and simpler your initial calls to action are, the more likely your prospect will be willing to carry them out. Even more so, if there is zero risk on their part, and the amount of personal information requested is *absolute bare minimum*.

For example, asking for just an email address converts the highest, and asking for more than an email address and first name starts rapidly degrading conversions.

According to an fascinating study conducted by [Nielsen Norman Group](#), the typical web visitor only reads roughly between 20% and 28% of a web page, on the average; albeit it tends to increase with lesser word count.

To put this into perspective, a quote from the legendary Buckminster Fuller comes to mind: “*Do more with less*”.

Hence it’s important to understand that the lizard brain is most alert *when initially evaluating dangers and opportunities*. To conserve energy, the entire middle portion of an offer will typically be ignored, *until the end of offer*.

Moreover, because our optic nerves plug directly into the lizard brain, it’s primarily stimulated by visual imagery (which explains why one-line memes are so wildly popular). In terms of words, it best understands very basic, simple, minimalistic emotionally-charged “direct command” statements.

This means that you need to *quickly and powerfully summarize* the most important information at the beginning and repeat it at the end, as a unified call to action. Consequently, since the lizard brain is the Gate Keeper of our attention, this also means you need to *convincingly persuade it to continue focusing* more of the overall brain energy on your offer.

Landing Page Quick Tips

- Breaking up your landing page content with **compelling sub-headlines that tell a compressed story** when quick-scanned sequentially 1) provides a cohesive flow and 2) continues to alert the lizard brain that new stuff is still coming in, hence it needs to stay tuned.
- Use **short, simple sentences** when at all possible, and break larger sentences into two shorter ones.
- Additionally, *breaking up your content* into **really short, simple two to three-sentence paragraphs** has the added benefit of helping your prospect to retain key aspects of your offer while skimming over it.
- Since most people decide within five seconds or less whether or not they're even going to keep reading (or move on), your *initial headline and opening two paragraphs* are of **paramount importance**.
- Help your prospect to **visualize value over cost** by leveraging powerful, easy-to-grasp imagery; whereby showcasing the value you are offering *in a way that "feels" right*. (i.e. by showing them how your offer alleviates pain and/or solves specific problems relative to your niche).
- Since the lizard brain is not responsible for calculations, leveraging **visual stats** immediately grabs its attention and shows it what you are trying to convey.

And that's a perfect place to wrap up issue #2 of the Neuromarketing Underground Gazette.

See you in issue #3!

Mark "Multimedia Jedi" Bravura

Stay Tuned For Lots More Good Stuff In The Days Ahead:

Multimedia Jedi Project